

ELECTRONIC PUBLICATION DISTRIBUTION
METHOD AND SYSTEM

ABSTRACT OF THE DISCLOSURE

5 A method and system for distributing an electronic
publication allows the distribution of customized
publications, including customized advertising,
customized content, or both. In accordance with the
method for distributing an electronic publication, an
electronic publication is retrieved from storage. The
10 electronic publication is delivered to the consumer by
electronically sending the electronic publication to the
consumer's electronic mail address.

In accordance with another aspect of the invention,
the electronic publication may include customized
15 advertising. A consumer profile associated with the
consumer is stored in a database and comprises a
plurality of profile data items. A database of content
items and advertising items is created, including at
least some targeted advertising items. Each targeted
20 advertising is associated with an inclusion criterion
wherein a decision as to whether the inclusion criterion
for a particular advertisement has been met depends upon
the value of one or more profile data items. The
electronic publication is created and comprises some
25 content items and at least one targeted advertising item.
The targeted advertising item is included because the
inclusion criterion for that targeted advertising item
has been met.